

# Directory and Mailing List Publishers: 2002

Issued November 2004

EC02-511-04

## 2002 Economic Census

*Information*

Industry Series



# USCENSUSBUREAU

*Helping You Make Informed Decisions*

U.S. Department of Commerce  
Economics and Statistics Administration  
U.S. CENSUS BUREAU



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-- Not applicable for this report.

**Table 1. Summary Statistics for the United States: 2002**

[These data are preliminary and are subject to change; they will be superseded by data released in later reports. Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table. Enterprise support establishments are included. Because of this, comparability to 1997 Economic Census data may be limited. See introductory text for an explanation of the treatment of enterprise support establishments in the 2002 Economic Census compared to the 1997 Economic Census]

2002 NAICS code	Kind of business	Estab- lishments (number)	Receipts (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of receipts—	
							From admini- strative records <sup>1</sup>	Estimated <sup>2</sup>
51114	Directory and mailing list publishers .....	1 839	16 563 947	2 464 522	602 814	53 730	1.8	8.8
511140	Directory and mailing list publishers .....	1 839	16 563 947	2 464 522	602 814	53 730	1.8	8.8

<sup>1</sup>Includes receipts information obtained from administrative records of other federal agencies.

<sup>2</sup>Includes receipts information that was imputed based on historic data, administrative data, industry averages, or other statistical methods.

Note: The data in this table are based on the 2002 Economic Census. To maintain confidentiality, the Census Bureau suppresses data to protect the identity of any business or individual. The census results in this table contain nonsampling error. Data users who create their own estimates using data from this table should cite the Census Bureau as the source of the original data only. See also explanation of terms and geographic definitions. For the full technical documentation, see Appendix C.

**Table 2. Comparative Statistics for the United States (1997 NAICS Basis): 2002 and 1997**

[These data are preliminary and are subject to change; they will be superseded by data released in later reports. Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. Data based on the 2002 and 1997 Economic Censuses. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table. Enterprise support establishments are included. Because of this, comparability to 1997 Economic Census data may be limited. See introductory text for an explanation of the treatment of enterprise support establishments in the 2002 Economic Census compared to the 1997 Economic Census]

1997 NAICS code	Kind of business	Establishments (number)	Receipts (\$1,000)	Annual payroll (\$1,000)	Paid employees for pay period including March 12 (number)
51114	Database and directory publishers..... 2002..	2 098	18 798 931	3 246 265	66 352
	..... 1997..	1 458	12 258 101	1 654 926	43 115
511140	Database and directory publishers..... 2002..	2 098	18 798 931	3 246 265	66 352
	..... 1997..	1 458	12 258 101	1 654 926	43 115

Note: The data in this table are based on the 2002 and 1997 Economic Censuses. To maintain confidentiality, the Census Bureau suppresses data to protect the identity of any business or individual. The census results in this table contain nonsampling error. Data users who create their own estimates using data from this table should cite the Census Bureau as the source of the original data only. See also explanation of terms and geographic definitions. For the full technical documentation, see Appendix C.

**Table 3. Product Lines by Kind of Business for the United States: 2002**

[These data are preliminary and are subject to change; they will be superseded by data released in later reports. Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table. Enterprise support establishments are included. Because of this, comparability to 1997 Economic Census data may be limited. See introductory text for an explanation of the treatment of enterprise support establishments in the 2002 Economic Census compared to the 1997 Economic Census]

2002 NAICS code	2002 Product line code	Kind of business and product line	Establishments with the product line		Product line receipts			Response coverage <sup>2</sup> (percent)
			Number	Total receipts (\$1,000)	Amount <sup>1</sup> (\$1,000)	As percent of total receipts of—		
						Estab- lishments with the product line	All estab- lishments <sup>1</sup>	
51114		Directory and mailing list publishers . . . . .	1 839	X	16 563 947	X	100.0	86.1
	31170	Sale or licensing of rights to content . . . . .	36	61 287	12 920	21.1	.1	X
	31180	Mailing lists, rental or sale . . . . .	532	3 166 364	947 789	29.9	5.7	X
	31200	Publishing services for others . . . . .	20	28 159	4 638	16.5	Z	X
	31840	Directories - Print - Subscriptions and sales . . . . .	407	3 521 661	664 049	18.9	4.0	X
	31850	Directories - Print - Sale of advertising space . . . . .	1 234	13 801 246	13 292 236	96.3	80.2	X
	31860	Directories - Internet - Subscriptions and sales . . . . .	51	493 274	88 948	18.0	.5	X
	31870	Directories - Internet - Sale of advertising space . . . . .	524	10 981 897	204 399	1.9	1.2	X
	31880	Directories - Other media - Subscriptions and sales <sup>3</sup> . . . . .	55	518 452	122 739	23.7	.7	X
	31890	Directories - Other media - Sale of advertising space <sup>3</sup> . . . . .	6	2 982	1 656	55.5	Z	X
	31900	Databases and other collections of information - Print - Subscriptions and sales . . . . .	65	637 049	375 836	59.0	2.3	X
	31910	Databases and other collections of information - Print - Sale of advertising space . . . . .	53	44 226	24 515	55.4	.1	X
	31920	Databases and other collections of information - Internet - Subscriptions and sales . . . . .	26	476 048	226 760	47.6	1.4	X
	31930	Databases and other collections of information - Internet - Sale of advertising space . . . . .	6	48 698	6 129	12.6	Z	X
	31940	Databases and other collections of information - Other media - Subscriptions and sales <sup>3</sup> . . . . .	65	445 239	187 007	42.0	1.1	X
	31980	Printing services for others . . . . .	146	3 283 802	61 784	1.9	.4	X
	33800	Other publishing, not specified by type of publication . . . . .	36	187 835	34 950	18.6	.2	86.1
	33804	Other publishing, excluding cards, calendars, patterns, yearbooks and posters . . . . .	6	15 207	4 148	27.3	Z	X
	33805	Other publishing, excluding directories, databases and other collections of information . . . . .	30	172 628	30 802	17.8	.2	X
	33850	Other Internet publishing, not specified by type of publication . . . . .	10	204 730	18 220	8.9	.1	86.1
	33855	Other Internet publishing, excluding directories . . . . .	10	204 730	18 220	8.9	.1	X
	39000	Merchandise sales . . . . .	12	265 686	12 589	4.7	.1	86.1
	39034	Resale of merchandise, not specified by type . . . . .	12	265 686	12 589	4.7	.1	X
	39500	All other receipts . . . . .	532	10 740 063	210 859	2.0	1.3	85.9
	39526	All other receipts . . . . .	530	10 739 741	210 802	2.0	1.3	X
511140		Directory and mailing list publishers . . . . .	1 839	X	16 563 947	X	100.0	86.1
	31170	Sale or licensing of rights to content . . . . .	36	61 287	12 920	21.1	.1	X
	31180	Mailing lists, rental or sale . . . . .	532	3 166 364	947 789	29.9	5.7	X
	31200	Publishing services for others . . . . .	20	28 159	4 638	16.5	Z	X
	31840	Directories - Print - Subscriptions and sales . . . . .	407	3 521 661	664 049	18.9	4.0	X
	31850	Directories - Print - Sale of advertising space . . . . .	1 234	13 801 246	13 292 236	96.3	80.2	X
	31860	Directories - Internet - Subscriptions and sales . . . . .	51	493 274	88 948	18.0	.5	X
	31870	Directories - Internet - Sale of advertising space . . . . .	524	10 981 897	204 399	1.9	1.2	X
	31880	Directories - Other media - Subscriptions and sales <sup>3</sup> . . . . .	55	518 452	122 739	23.7	.7	X
	31890	Directories - Other media - Sale of advertising space <sup>3</sup> . . . . .	6	2 982	1 656	55.5	Z	X
	31900	Databases and other collections of information - Print - Subscriptions and sales . . . . .	65	637 049	375 836	59.0	2.3	X
	31910	Databases and other collections of information - Print - Sale of advertising space . . . . .	53	44 226	24 515	55.4	.1	X
	31920	Databases and other collections of information - Internet - Subscriptions and sales . . . . .	26	476 048	226 760	47.6	1.4	X
	31930	Databases and other collections of information - Internet - Sale of advertising space . . . . .	6	48 698	6 129	12.6	Z	X
	31940	Databases and other collections of information - Other media - Subscriptions and sales <sup>3</sup> . . . . .	65	445 239	187 007	42.0	1.1	X
	31980	Printing services for others . . . . .	146	3 283 802	61 784	1.9	.4	X
	33800	Other publishing, not specified by type of publication . . . . .	36	187 835	34 950	18.6	.2	86.1
	33804	Other publishing, excluding cards, calendars, patterns, yearbooks and posters . . . . .	6	15 207	4 148	27.3	Z	X
	33805	Other publishing, excluding directories, databases and other collections of information . . . . .	30	172 628	30 802	17.8	.2	X
	33850	Other Internet publishing, not specified by type of publication . . . . .	10	204 730	18 220	8.9	.1	86.1
	33855	Other Internet publishing, excluding directories . . . . .	10	204 730	18 220	8.9	.1	X
	39000	Merchandise sales . . . . .	12	265 686	12 589	4.7	.1	86.1
	39034	Resale of merchandise, not specified by type . . . . .	12	265 686	12 589	4.7	.1	X
	39500	All other receipts . . . . .	532	10 740 063	210 859	2.0	1.3	85.9
	39526	All other receipts . . . . .	530	10 739 741	210 802	2.0	1.3	X

<sup>1</sup>Product line receipts and/or product line percents may not sum to total due to exclusion of selected lines to avoid disclosing data for individual companies, due to rounding, and/or due to exclusion of lines that did not meet publication criteria.

<sup>2</sup>Receipts of establishments reporting product lines as percent of total receipts.

<sup>3</sup>Other media, including CD-ROM, diskette, audio cassette, and microform.

Note: The data in this table are based on the 2002 Economic Census. To maintain confidentiality, the Census Bureau suppresses data to protect the identity of any business or individual. The census results in this table contain nonsampling error. Data users who create their own estimates using data from this table should cite the Census Bureau as the source of the original data only. See also explanation of terms and geographic definitions. For the full technical documentation, see Appendix C.

**Table 4. Concentration by Largest Firms for the United States: 2002**

[These data are preliminary and are subject to change; they will be superseded by data released in later reports. Includes only firms and establishments of firms with payroll. Excludes data for corporate, subsidiary, and regional managing offices and establishments of these firms that are classified in other categories than those specified in this table. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For method of assignment to categories shown, see Appendix C. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table. Enterprise support establishments are included. Because of this, comparability to 1997 Economic Census data may be limited. See introductory text for an explanation of the treatment of enterprise support establishments in the 2002 Economic Census compared to the 1997 Economic Census]

2002 NAICS code	Kind of business and largest firms based on receipts	Establishments (number)	Receipts		Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)
			Amount (\$1,000)	As percent of total			
51114	Directory and mailing list publishers						
	All firms .....	1 839	16 563 947	100.0	2 464 522	602 814	53 730
	4 largest firms .....	339	10 201 006	61.6	793 426	202 358	17 707
	8 largest firms .....	584	12 123 297	73.2	1 190 594	297 446	26 714
	20 largest firms .....	628	13 994 120	84.5	1 619 796	400 706	34 606
	50 largest firms .....	760	15 007 096	90.6	1 941 483	476 514	41 871
511140	Directory and mailing list publishers						
	All firms .....	1 839	16 563 947	100.0	2 464 522	602 814	53 730
	4 largest firms .....	339	10 201 006	61.6	793 426	202 358	17 707
	8 largest firms .....	584	12 123 297	73.2	1 190 594	297 446	26 714
	20 largest firms .....	628	13 994 120	84.5	1 619 796	400 706	34 606
	50 largest firms .....	760	15 007 096	90.6	1 941 483	476 514	41 871

Note: The data in this table are based on the 2002 Economic Census. To maintain confidentiality, the Census Bureau suppresses data to protect the identity of any business or individual. The census results in this table contain nonsampling error. Data users who create their own estimates using data from this table should cite the Census Bureau as the source of the original data only. See also explanation of terms and geographic definitions. For the full technical documentation, see Appendix C.